



Tips on Coming Events
and Developments in AAA

1. Tree Planting--Since tree planting is one of the important soil-building measures being emphasized under the 1940 AAA Farm Program by the \$30 special allowance and other provisions, the spring season will be an important time to encourage this practice. In many areas of the country it is expected that considerable tree planting will be done in February. A timely release might be worked up by consulting your state forester and also nursery operators to determine the amount of nursery stock available and the ability of the nursery trade to meet the demand resulting from the \$30 tree planting allowance. It would be advisable, also, to warn farmers to make arrangements to obtain stock as early as possible.
2. The national radio series, "Today's Soil for Today and Tomorrow," suggests that something similar on a state basis might be done. Practices adaptable to the states, with particular emphasis on those to be stressed under the 1940 program, might make up a short series for local radio stations. The national series now being broadcast each Tuesday over the National Farm and Home Hour will bring four programs in February. The following counties will participate: February 6--Gilliam County, Oregon, "Seeding Perennial Grasses"; February 13--Mississippi county committee, "Winter Cover Crops"; February 20--Logan County, Illinois, "Acreage Allotments as Conservation"; February 27--Western Region ranchers, "Deferred Grazing on the Range." Since this series is concerned with how farmers have used and are now using AAA soil-building practices to meet their conservation needs, it will be important to get the information about these broadcasts out to farmers. Local releases might be prepared in connection with the series.
3. The contribution of soil-building practices to wildlife conservation should receive consideration in informational work during the month, for newspapers, radio and wildlife publications. This aspect of the program has wide popular appeal, of which full advantage was not taken in 1939. (In the North Central Region, a memorandum to States dated March 16, 1939, shows the part various soil-building practices play in wildlife conservation.)
4. Wheat Loan Story--A special release distributed recently in South Dakota demonstrated the value of the wheat loan to farmers. Briefly, the story was this: A farmer netted an extra profit of \$187 on 800 bushels of wheat sealed last summer because he was able to take out a wheat loan. The farmer reported that last August when he threshed, the local market price of wheat was 58 cents. Instead of selling, he placed 800 bushels of wheat in the granary and received a loan of 72 cents per bushel, or \$576. He used the money to meet current expenses. Late in December

when wheat reached 97 cents on his local market, the farmer paid off his loan, plus interest and accrued charges, totaling \$581. Then he sold his wheat, receiving \$768--a profit of \$187. The farmer remarked, "This is the first time in the 29 years I have been farming that I was in a position to take advantage of a price advance on something I produce."

The above information is probably typical of many cases which could serve as the basis of releases in wheat areas. Such a story could be used in wheat counties, county committees supplying the data needed for a fill-in weekly release.

5. Year-End Summary Feature--An excellent story summarizing the 1939 AAA Farm Program was written in Indiana. The feature, signed by the state chairman, told a comprehensive story of what Indiana farmers did under all phases of the 1939 program applicable to that state. The story was a follow-up on a suggested feature outlined in the December AAA Information Calendar, and was printed in the Sunday, December 31, issue of the Indianapolis Star.
6. Feature Story--After the parity price payment rates have been announced, short feature stories showing how farmers will earn all AAA payments under the 1940 program may be prepared in the states. The following outline is only suggested, as it may not fit all states, and no doubt will have to be adjusted to meet local conditions:
 1. Set up a sample farm, or perhaps several sample farms to meet differences in type-of-farming areas in your state. Include acres of cropland, non-tillable pasture land, woodland, etc. Give the farm's total soil-depleting allotment, soil-conserving crops to be grown on the farm and other necessary data. You will need the productivity rate for the farm, normal yields for crops produced, and a soil-building allowance, also.
 2. Estimate the maximum conservation payment the farmer could earn on his special allotment crops, such as wheat, corn and potatoes, by keeping within his soil-depleting allotment, and by earning his soil-building allowance.
 3. Estimate his parity payments on the crops covered by the parity provisions of the program.

In many states, an example could easily be worked up from the figures of an actual farm taken from a farm plan sheet, or listing sheet, whichever is used in the Region. The story should be set up so that any farmer, by using his own figures, can estimate the approximate amount he will be able to earn in 1940.

7. "Uncle Sam-Farmer"--Letters have been sent to the state offices informing state committees that the March of Time agricultural film, "Uncle Sam-Farmer," will be available for use in the states. This film gives in

dramatic form the background of the national farm problem, along with steps being taken to meet the situation. The arrangement with March of Time gives the AAA an opportunity to make wide use of an outstanding agricultural film. Details about the use of the film in your state may be obtained from your state committee, and it is suggested that all help possible be given in getting information into local papers where the film will be used.

8. With the spring season soon upon us, and farm work to get started shortly, now is an excellent time to map out an information program on conservation, if this has not already been done. Starting with the conservation needs of your state, and what the 1940 program has for meeting these needs, it will be feasible to set up a schedule of state stories to encourage the use of these practices. This will enable the person who handles information to get an over-all picture of a program for press and radio material to release during the coming months.
9. The Southern Region suggests that some good features on such soil-building practices as terracing and tree planting could be released during February. An AAA angle could be used, bringing in conservation practices as part of a well-rounded farm program. This would be in line with the above suggestion for a conservation schedule. In this connection, a story on the use of the farm plan sheet would be timely.

Suggestions for Mats and Pictures

1. Winter Farm Pictures--This is the season when winter farm pictures may be taken, pointing out the results of AAA practices. A few suggestions for these: snow being held on the land by contour ridges and furrows, by stubble or stalks left on the land, or by shelterbelts and windbreaks; livestock feeding pictures showing plenty of feed on hand as a result of the Ever-Normal Granary; grass on the range, holding snow down, and providing winter feed for livestock.
2. Tree Planting--Pictures of tree planting under the \$30 payment. This will apply in all areas, and such pictures would be excellent to illustrate a feature story showing the advantage of the \$30 payment on small farms.
3. Grant-of-aid--In the North Central Region, where the grant-of-aid provision has been considerably expanded, a picture of the first farmer in the county to obtain or apply for lime under the grant-of-aid program can be taken very soon. This could also be done in other regions where the grant-of-aid provision will be extended.
4. Practice Pictures--The Southern Division suggests that good action shots of farmers carrying out such conservation practices as terracing and tree planting, and pictures of farmers being assisted with farm plan sheets be taken. (This is also suggested for other regions where practices can be carried out during February and the farm plan is used.)

- Wheat:** Compliance work in winter wheat areas has been completed. The 1940 parity payment rates on wheat will be announced. County committees in the Southern Region will begin work in connection with determining usual wheat acreages and normal wheat yields for 1941. March 31 is the maturity date for 1938 wheat loans and April 30 the maturity date on 1939 loans.
- Corn:** The corn loan program will continue in February, and early in the month it may be possible to develop a press release on the amount of loans made through January. Comparisons with loans made a year ago might be included.
- Cotton:** County committees will be working on 1940 normal cotton yields for use in connection with the 1940 marketing quota, the 1940 Agricultural Conservation Program, and the 1940 parity price program.
- Tobacco:** All 1940 acreage allotments for Burley and flue-cured tobacco will be in the hands of farmers by the end of the month, if not before. In the Northeast Region cigar leaf tobacco allotments will be out to farmers. The Secretary will determine the desirable acreage of Connecticut Valley shade tobacco by February 2.
- Crop Insurance:** February 29 is the deadline for completing crop insurance applications on spring wheat. A weekly press release has been sent to the states concerned stating that the deadline will not be extended beyond February 29. Chief activity of the month will be centered around the sign-up. Yield and rate data for 1941, especially in winter wheat areas, will be listed for farms in the counties. Forms will be distributed in connection with 1940 loss adjustment work.
- Parity Payments:** 1940 rates of parity payments on four commodities are expected to be announced by February 1.
- Soil-Building Practices:** East Central Region--Lime and superphosphate may be applied during the month; terraces may be staked out, grass and clover seeded in the southern part of the region, trees planted, and forest improvement practices carried out. Since the 1940 program year will end August 31 in all States except North Carolina (where the closing date is October 31) spring planting of trees will need to be emphasized. If approved by the state committee, nuts of such trees as walnuts may be planted instead of trees. The special \$30 allowance is expected to increase tree planting considerably this year.

Soil-Building
Practices:
(Cont'd)

Southern Region--In certain areas, depending on local conditions, the following practices can be carried out: terracing, seeding lespedezas, applying lime and superphosphate, tree planting. In Texas and Oklahoma, contour listing of pastures may be done, and dams and reservoirs built.

Western Region--This will be a slack season for practices, but in some areas fertilizer may be applied, and mechanical practices carried out. (Check with state offices on practices.)

Northeast Region--Forestry practices applicable to the region, including those in the hurricane clean-up area, may be carried out.

North Central Region--Considerable tree planting is expected to be done in February. Lines for terracing and contouring can be laid out; farmers might be urged in press and radio material to make a start on such work, since these are among the practices to be emphasized this year. Red clover, sweet clover, alfalfa and other legumes and grasses will be seeded in some areas during February. In connection with the seeding of legumes and grasses, the expanded grant-of-aid program will begin to operate when farmers obtain lime for application to the soil. Successful bidders for limestone under the grant-of-aid program will probably be announced during the month. (This should be a peg for a news release in each state concerned.) Following the conservation conference in Washington last month, state committees and extension service representatives are expected to work out definite programs for stressing adapted soil-building practices. (As soon as these practices are designated and the procedure for stressing them agreed upon, news releases can be prepared in the states.)

Performance,
Meetings,
Speeches,
and
Miscellaneous:

East Central Region--Forms on the farm plan (ECR 415), and the farm practice plan for farms having no allotments (415a), have been mailed to the counties, and during February committeemen will be working with farmers on filling out these forms. A large proportion of the 1939 conservation payments will go out to farmers during the month. Producers should be urged to execute the farm plan as soon as possible as April 15 is the closing date on filling them out, and farm work will be heavy soon afterwards. AAA Notebooks are expected to be out to all committeemen in February.

All special allotments--such as tobacco, wheat, cotton, peanuts, vegetables, and potatoes--will be out to farmers by the end of February.

Educational meetings have been completed in one state, and will be finished in the other states during the month.

Performance,
Meetings, etc.
(Cont'd)

Northeast Region--District meetings in preparation for the 1940 sign-up for county and community committeemen will be completed in most states by February 1, after which committeemen will start the sign-up. Orders for lime and superphosphate as grants of aid will be taken at the same time and will be a heavy part of the sign-up work.

1939 conservation payments will continue during the month. As of January 17, over one-half of the 1939 applications for payment had been received in Washington, and payment had been made on about one-third of the total estimated application for payment in the Region.

Practically all potato and vegetable farm allotments will be out in February.

The Northeast AAA Notebook is in the process of being printed.

Northeast committeemen have requested information which they can use in pointing out the special need for planting within potato allotments this year. This material has been forwarded to the states, and committeemen are now using it in meetings.

North Central Region--Meetings will be held in most communities in connection with the educational program and the 403 (farm plan) sign-up.

State conferences to discuss wheat procedure are tentatively scheduled. If held, they will be late in the month.

The AAA Notebook for the North Central Region will be in the hands of community committeemen during February. It is advisable to prepare a state supplement, if this has not already been done.

State movies (silent--about 15 minutes long) will be available in Iowa and South Dakota, and probably in Ohio, Michigan, Wisconsin and Nebraska during the month.

Farm plan sign-up: One of the committeeman's chief tasks for February will be the sign-up. State offices will probably begin to compile progress reports during the month, which should offer opportunity for releases on the percentage of farmers signed, possibly with comparisons with the previous year, and other information.

Performance,
Meetings, etc.
(Cont'd)

North Central staff members in Washington who will speak in the states during late January and February include: Assistant Director Harry N. Schooler, at the Wisconsin Farm and Home Week, Madison, January 29; William McArthur, chief of the Commodity Loan Section, at the annual meeting of the Illinois Farmers' Grain Dealers Association, Peoria, February 4.

Southern Region--A regional conference will be held at Columbia, S.C., January 31-February 3.

The annual meeting of the Association of Southern Agricultural Workers will be held at Birmingham, Ala., February 7-9.

Meetings of newly-elected county and community committeemen will continue in February.

T. L. Ayers, in charge of program operations for the Southern Division, will address the Home Economics Section of Southern Agricultural Workers' Association, in Birmingham, Ala., February 7.

Distribution of State Handbooks will get under way.

Committeemen will be working with farmers in filling out individual farm plan sheets in states where they are being used this year.

1939 conservation payments will continue to go out to farmers during February.

Western Region--Educational and farmer-businessmen meetings will continue on a community basis during the month. Information about these meetings can be obtained from the State Offices.

Printed copies of the State Handbooks are expected to go out in February.

E. J. Bell, in charge of wheat loans for the Western Division, will represent the AAA and speak at the North Dakota Grain Dealers' Convention in Bismarck, February 7.

Community committeemen will be working with farmers on the sign-up of WR 406, the farm plan estimate sheet. Committeemen will also be working with farmers on ACP 95, and on WR 407, affecting combination farms.

March 31 is final date for accepting 1939 applications for agricultural and range conservation payments.

